



Online eMail Marketing System Proposal

Intelligent Business Solution

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Project Details**Project Identifier****Quotation Reference No.**

IBS/QUO/EMS/2K15-1211

Project Name

Online eMail Marketing System



Introduction

This proposal is just a “proposal.” Nothing is final or binding until it is signed. Everything contained herein is open to negotiation. Pricing matters shall be discussed once the required functions are finalized

We encourage the discussions on this proposal. We will be more than happy to address to your questions, comments or concerns over the proposal.

Thank you in advance for taking the time to review our proposal. We truly appreciate the opportunity to earn your business and are prepared to do whatever it takes to do so!

Overview

The primary objective is to develop and build a Online eMail Marketing Website System for advocates and law companies. This is not 100% customized solution rather its a Turnkey solution with predefined standard functions.

What is Included (“Scope of work”)

A complete, fully tested, optimized and web based Multi User Online eMail Marketing Website System.

Said Proposal is for Online eMail Marketing Website System which basic purpose is to keep it best possible level simplified so that at user level no specific IT expertise needed to operate it making it easy to operate and cost effective being in operation.

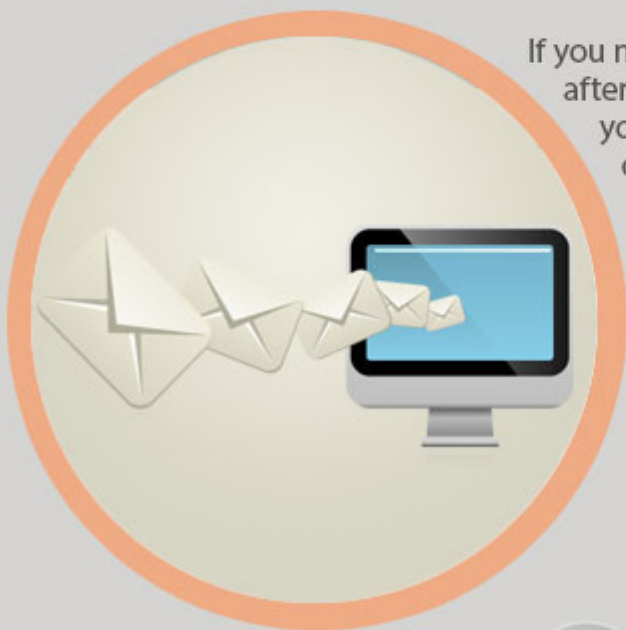


Become the next Email Service Provider

Offering tools that allows you to manage pricing plans, to integrate various payment gateways such as Paypal, or to manage the orders and transactions for your customers it's easy to become the next ESP by using Mailwizz.



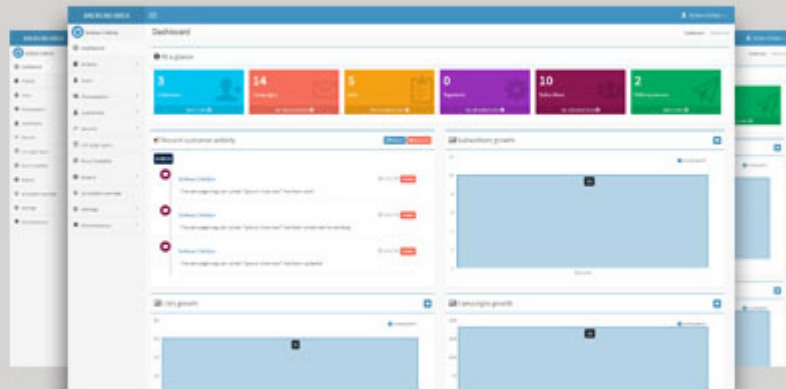
Great Autoresponders



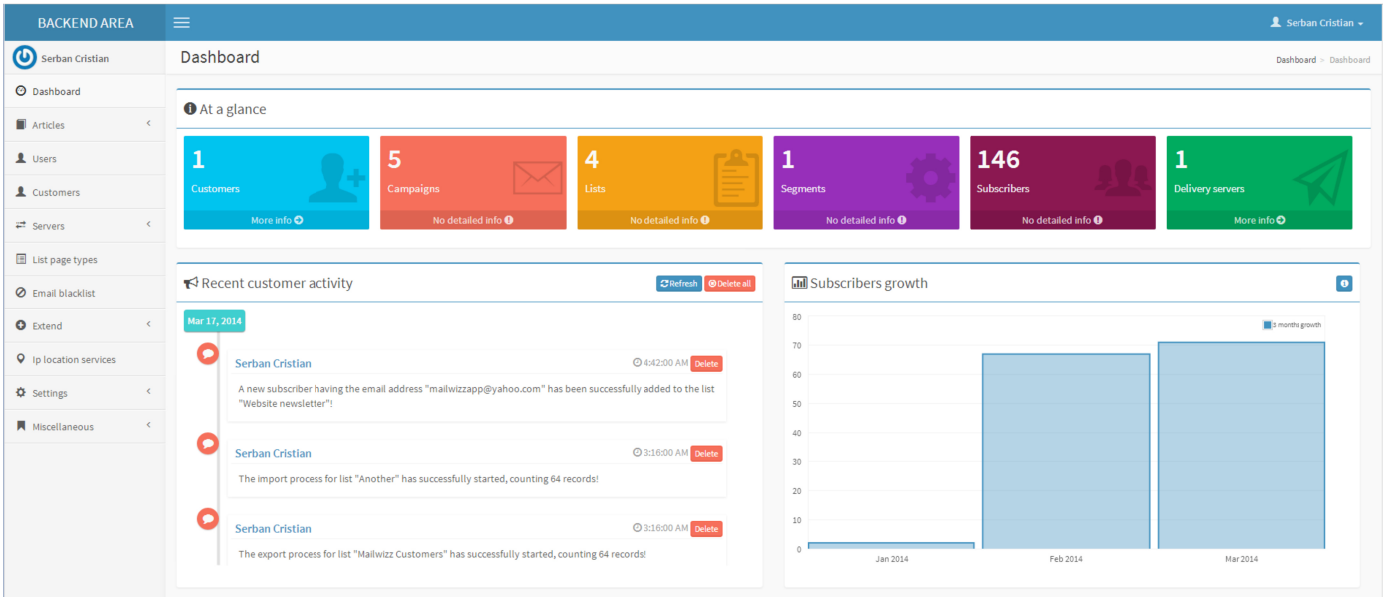
If you need to follow up with your prospects after they signed up into your list, or after you've sent them a campaign and they've opened it then Mailwizz does this process extremely easy for you, in a fine grained manner, from minutes to years, schedule your follow ups and get detailed stats just as you get for any other Mailwizz campaign.

POWERFUL CUSTOMER AND BACKEND AREA

- ✓ Easy to Create
- ✓ Easy to Use
- ✓ Fast Sending
- ✓ Full Reports



- CAN-SPAM ACT COMPLIANT
- UNLIMITED USERS AND CUSTOMERS
- UNLIMITED EMAIL LISTS AND LIST SEGMENTS
- UNLIMITED LISTS CUSTOM FIELDS, SEARCHABLE!
- UNLIMITED CAMPAIGNS
- UNLIMITED EMAIL TEMPLATES
- CAMPAIGN AND EMAIL TEMPLATES TESTING
- EMBED LIST FORMS
- SINGLE/DOUBLE OPT-IN/OPT-OUT FOR LISTS
- 100% CUSTOMIZABLE FORMS/PAGES
- USE RSS/JSON FEEDS IN YOUR CAMPAIGNS
- EXHAUSTIVE SETTINGS TO TUNE-UP THE APPLICATION.
- SIMPLE DELIVERY PROCESSING
- TEMPLATE TAGS MANAGEMENT
- EMERGENCY ACTIONS SYSTEM
- CUSTOMERS IMPERSONATION (LOGIN AS)
- AJAX LIST IMPORT WITH REMOTE DNSBL CHECKS
- AJAX LIST EXPORT WITH REMOTE DNSBL CHECKS
- DELIVERY VIA ANY SMTP SERVER
- DELIVERY VIA AMAZON SES / MANDRILL / ETC
- DELIVERY VIA SENDMAIL AND PHP'S MAIL() FUNCTION
- DELIVERY VIA DIRECTORY PICKUP
- BOUNCE EMAILS PROCESSING
- FBL/ARF EMAILS PROCESSING
- QUOTA MANAGEMENT FOR DELIVERY SERVERS
- QUOTA MANAGEMENT FOR CUSTOMERS, WITH NOTIFICATIONS
- ADVANCED SUBSCRIBERS TRACKING
- RECURSIVE DELIVERY PROCESSING



CUSTOMER AREA

Serban Cristian

Dashboard

Lists

Campaigns

Templates

Api keys

List overview

Dashboard > Lists > Another > Overview

Overview

Create new Update

64

Subscribers

Add View

0

Segments

Add View

3

Custom fields

Add Manage

8

Pages

Add Manage

Forms

Tools

Add View

Import

Tools

Add View

Export

Tools

Add View

Subscribers growth

0

70
60
50
40
30
20
10
0

Mar 2014

3 months growth

Campaigns growth

0

1.0
0.5
0.0
-0.5
-1.0

3 months growth

CUSTOMER AREA

Serban Cristian

Dashboard

Lists

Campaigns

Templates

Api keys

Your campaigns

Dashboard > Campaigns > View all

Your campaigns

Create new Refresh

Displaying 1-5 of 5 results.

Campaign name	Status	Date added	Schedule sending	Options
My Emails Test 1 #2	DRAFT	3/17/14 3:09 AM		<div></div>
My Emails Test 1 #1	SENT	3/8/14 2:18 PM	3/3/14 7:20 AM	<div></div>
My Emails Test 1	SENT	3/8/14 2:11 PM	3/7/14 2:40 PM	<div></div>
Version 1.3.3 Newsletter	SENT	2/3/14 3:11 AM	2/3/14 11:00 AM	<div></div>
Version 1.3.3 Notifications	SENT	2/3/14 2:55 AM	2/3/14 11:00 AM	<div></div>

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CUSTOMER AREA

Serban Cristian

Dashboard

Lists

Campaigns

Templates

Api keys

Campaign overview

Dashboard > Campaigns > Version 1.3.3 Newsletter > Overview

Campaign overview

Create new

Campaign name	Version 1.3.3 Newsletter
List name	Website newsletter (12 subscribers)
Segment name	-
From name	MailWizz EHA
From email	node463@mailwizz.com
Reply to	cristian.serban@mailwizz.com
To name	[FNAME] [LNAME]
Subject	MailWizz EHA 1.3.3 is available
Date added	2/3/14 3:11 AM
Schedule sending	2/3/14 11:00 AM
Last open	2/26/14 11:51 AM
Web version	View

Tracking stats

Export basic stats

Delivery rate

100%

Processed

2

Delivery success

2

Delivery success rate

100%

Delivery error

0

Delivery error rate

0%

View details

Open rate

66.667%

Processed

3

Unique opens

6

Unique opens rate

66.667%

All opens

10

All opens rate

111.111%

View details

Click rate

11.111%

Processed

3

Total clicks

4

Unique clicks

4

Unique clicks rate

11.111%

All clicks

4

All clicks rate

11.111%

View details

BACKEND AREA

Serban Cristian

Dashboard

Articles

Users

Customers

Servers

Delivery servers

Bounce servers

Feedback loop servers

List page types

Email blacklist

Extend

Ip location services

Settings

Miscellaneous

Create new delivery server

Dashboard > Delivery servers > Create new

Create new delivery server

Cancel

Hostname *	From *	Username *	Password *
email-smtp-us-east-1.amazonaws.com	you@your-server.com	je:AKIAIYYYYYYYYYUBBFQ	your smtp account password
Port *	Protocol	Timeout *	Probability *
25	Choose	30	100 %
Bounce server	Hourly quota *	Custom "From" header *	
Choose	0	No	

Additional headers

Add new header

If your delivery server needs extra headers in order to make the delivery, you can add them here.
If a header is not in the correct format or if it is part of the reserved headers, it will not be added.
Use this with caution and only if you know what you are doing, wrong headers can make your email delivery fail.

Header name *	Header value *	Remove
X-Header-Name	Header value	

Save changes

If you already have an account with AMAZON SES (Simple Email Service) then just add the credentials here in order to start sending emails with the AMAZON account.
Note: You can find your AWS SES SMTP settings in the AWS console: <https://console.aws.amazon.com/ses/home#smtp-settings>

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BACKEND AREA

Serban Cristian

Update page type

Dashboard > List page types > Update

Serban Cristian

Dashboard

Articles

Users

Customers

Servers

List page types

Email blacklist

Extend

Ip location services

Settings

Miscellaneous

Update page type

Name *

Subscribe form

Description *

When the user will reach the subscription form, he will see this page .

Default content *

[LIST_NAME]

We're happy you decided to subscribe to our email list.
Please take a few seconds and fill in the list details in order to subscribe to our list.
You will receive an email to confirm your subscription, just to be sure this is your email address.

[LIST_FIELDS]

[SUBMIT_BUTTON]

Available tags: [LIST_NAME] [LIST_FIELDS] [SUBMIT_BUTTON]

BACKEND AREA

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Emergency actions

Dashboard > Emergency actions

Serban Cristian

Dashboard

Articles

Users

Customers

Servers

List page types

Email blacklist

Extend

Ip location services

Settings

Miscellaneous

Emergency actions

Application log

Emergency actions

Please use with caution!

Please use below options only if you know what you are doing. The way your application works and behaves depends on these actions.

Delivery PID

Remove the PID for send-campaigns cron command!

I understand, do it!

Bounce PID

Remove the PID for bounce-handler cron command!

I understand, do it!

Feedback loop PID

Remove the PID for feedback-loop-handler cron command!

I understand, do it!

Campaign status

Change the status of stuck campaigns from processing to sending!

I understand, do it!

Bounce servers

Change the status of stuck bounce servers from cron-running to active!

I understand, do it!

Feedback loop servers

Change the status of stuck feedback-loop servers from cron-running to active!

I understand, do it!

BACKEND AREA

Serban Cristian

Update article

DashboardArticlesUpdate

Update article

Create newCancel

Title *

Campaign tags and filters

Content *

SourceBBIUSX*
StylesFormatFontSizeA?

When sending a campaign, you are able to use a number of custom tags and filters.
Most common tags are listed below:

Tag	Required
[UNSUBSCRIBE_URL]	YES
[COMPANY_FULL_ADDRESS]	YES
[UPDATE_PROFILE_URL]	NO
[WEB_VERSION_URL]	NO
[CAMPAIGN_URL]	NO

Category

☒ Informations

Slug *

campaign-tag-filters

Status *

Published

Save changes

Methodology

Throughout Design, Develop and Implementation Process core Conceptual concept will remain in mind to keep operational system simplified upto maximum possible level so that operating said does not require any technical knowledge.

All Complexities of operational and conceptual procedures will be delt by the software internal algorithm. Keeping it simple for operator. For its operation any body who can play with computer can operate the Software.

Technology and Compatibility

Note: if all the jargon below is Greek to you, just know that it basically means that we will develop the Software to conform with all of today’s technology standards.

Development Media

:

PHP,XML,

Database

:

mySQL

Timelines and Milestones

Our *tentative* production schedule proposed is as follows. However, please realize that these are NOT deadlines. If you require a specific launch date or other sorts of deadlines, we are happy to oblige given enough advance notice. Otherwise, we prefer to estimate the timeframes but ultimately take the amount of time that is needed for the best results. While we don’t bill you by the hour, our costs are based on the amount of time we invest into each project. So rest assured that we have a very vested interest in moving quickly.

(Note that the days are measured in business days, starting from the day the project begin by receiving down payment and initial data required to take start.)

Basic Core development	2 Weeks
First Implantation and Testing at Client Site	1 Weeks
Fine tuned Final Version Handover	1 Weeks

Fees & Payment

Please go through details covered in this proposal. It would be easy for us to settle down the cost of the project when requirements are completely discussed by both parties.

Important Notes/Points:

- Simply providing of Binaries. Source code will remain the property of the Intelligent Business Solution and will never be handed over what so ever the case may be.
- This proposal is designed keeping in mind that this site would be support site not the shop main site. If you want to have it shop Company main site we can send u revised reworked proposed model.
- As we can not share source code so hosting will be remain under our charge and we shall provide. What sort of hosting account needed depend upon
 - Number of total Users
 - Number of user using site at same time
 - nature and volume of data
 - Backend webapplication required initial dedicated RAM
- Cost Structure
In order to give you idea of web application cost structure it would have following components
 - initial Setup Fee
 - Monthly charges
 - Training Charges
 -

We really appreciate for your time and energies you have spend for going through this comprehensive proposal. If you need any further information, details it would be our pleasure to provide you the same.

Hoping to hear from you soon and a proper detailed meeting time so that we can discuss your needs and can show how this application can full fill your needs.

Assuring you best of our services and looking forward to have good future business relationships.

Regards.

**** NOTHING FOLLOWS****